

RJ REYNOLDS

TOBACCO COMPANY

COPY
J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 6, 1998

RJR Account #396640
Ms. C. LeTares
MANCHESTER TOBACCO

MARCH CTS: DORAL 1/2 CARTON PURCHASE / PROMOTION #800027

Dear Christine:

DORAL pre-sleeved product (6M) has been ordered for you to ship to participating retail accounts on the attached Customer List. Refer to the Customer List for specific product distribution.

| DORAL BRAND STYLES | #/ (6M) Cases | UPC Code |
|-----------------------|------------------|-------------|
| Light | 4 | 12300-24995 |
| Light 100 | 4 | 12300-24996 |
| Full Flavor 100 | 4 | 12300-24997 |
| Ultra Light 100 | 4 | 12300-25051 |
| Light Menthol | 2 | 12300-24998 |
| Light Menthol 100 | 2 | 12300-25050 |
| Full Flavor Box King | 2 | 12300-25055 |
| Light Box King | 2 | 12300-25056 |

Product Arrival:

March 2, 1998

Ship Date to Retail:

Week of: March 9, 1998

EFT \$ Amount:

\$7,374.76

Promotion Description:

'Pre-Sleeved' product will arrive in plain white cartons; two 5-pack sleeves per carton. Each 6M case contains 60 5-Pack offers. Ship designated quantity of sleeves to listed retail accounts.

51844 8640

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$6.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$72.00 (12 (12M) case(s) @ \$6.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: H. Battle

L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-HLFCTN.DOC

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DIRECT ACCOUNT CUSTOMER LIST**DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027**

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

| RETAIL DISTRIBUTION DATE: MARCH 9, 1998 | | | | | | | # CARTONS PER STYLE | | | | | | | | | | |
|---|--------|--------|------------------|---------------------|------------|-------|---------------------|--------|--------|------------|--------|------------|------------|------------|-------------|----------------------|---------------------|
| | | | | | | | D O R A L | | | | | | | | | | |
| S/REP | R/REP | SIS# | FULL NAME | ADDRESS | CITY | STATE | LT | LT 100 | FF 100 | ULT LT 100 | LT MEN | LT MEN 100 | FF BOX 100 | LT BOX 100 | VAP SIS# | VAP DIRECT ACCT NAME | DIR ACCT SUPPLIER # |
| 163807 | 163826 | 755792 | CORNER MARKET | 201/2 WALKER STREET | CONCORD | NH | 20 | 20 | 20 | 20 | 10 | 10 | 10 | 10 | 396640 | MANCHESTER TOBACCO | 429155 |
| 112204 | 112227 | 579113 | DISC BEV & CIG | ROUTE 302 | N CONCORD | NH | 40 | 40 | 40 | 40 | 20 | 20 | 20 | 20 | 396640 | MANCHESTER TOBACCO | |
| 112206 | 112220 | 408128 | CENTER ST TEXACO | ROUTE 101 | RAYMOND | NH | 20 | 20 | 20 | 20 | 10 | 10 | 10 | 10 | 396640 | MANCHESTER TOBACCO | 524488 |
| 112208 | 112225 | 225118 | WAGON WHEEL CONV | ROUTE 11 | FARMINGTON | NH | 40 | 40 | 40 | 40 | 20 | 20 | 20 | 20 | 396640 | MANCHESTER TOBACCO | 918441 |
| | | | | | | | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | TOTAL CASES | | |